

frontier FIELD



Fan's Guide
to Frontier Field.



Welcome to Frontier Field!

As you take in the sights and sounds of Frontier Field for the first time, keep in mind that long before the very first brick was laid, indeed, long before the ground at the corner of Platt and North Plymouth was cleared to make way for a new baseball diamond, this community had already set into motion the creation of this magnificent stadium.

The citizens of Monroe County united with unsurpassed enthusiasm. Their dream for a new stadium spread across our community and all the way to Albany.

You did it. I'm both proud and grateful for your tenacity. Frontier Field is truly a field of dreams come true.

Baseball fans and soccer enthusiasts, athletes and spectators, men, women and children of Monroe County: Frontier Field is your legacy. I hope you and future generations enjoy it for many years to come.

Sincerely,

John D. Doyle
Monroe County Executive



FAN'S GUIDE TO FRONTIER FIELD

Welcome to Frontier Field, the new home of the Rochester Red Wings AAA Baseball Team and the Rochester Raging Rhino's Professional Soccer Team. We hope that you will find the Stadium to be the finest multi-purpose facility ever built in Monroe County. From its unmistakable architecture to its wide variety of amenities and services, we hope that you will enjoy it and want to come back time and time again.

ATM

For your convenience, an Automated Teller Machine is located near the Team Store. This service is provided to you by Summit Federal Credit Union. Consult the Stadium directory for the exact location.

Banners

Banners may be hung in the Stadium as long as they do not interfere with the game or event in progress or obstruct the view of others. Banners may not contain political or commercial messages and must be in good taste in keeping with the family atmosphere at Frontier Field.

Camera / Video Equipment

Cameras and hand-held video equipment are permitted in the Stadium. However, flash photography and video reproduction of the game or event are strictly prohibited. Also, no tri-pods or other equipment may be used that may interfere with another fan's enjoyment of a game or event. Some restrictions may apply to different events. Check with the Box Office before bringing your equipment.

Container Policy / Alcoholic Beverages

Containers with food and/or beverages may not be brought into Frontier Field. Concession stands and portable carts are located throughout the Stadium to serve your needs.

Designated Drivers

We at Frontier Field want you to enjoy the game or event and have a safe drive home. Towards that end, we hope that you and your friends will make use of our designated driver program. Fans who hold a valid driver's license of legal drinking age are eligible to become "Designated Drivers" for the evening. In return for signing a pledge not to drink alcoholic beverages during the game or event, and for accepting responsibility for driving other members of their group home, Designated Drivers will receive coupons redeemable for free soft drinks during the game or event.

The Diamond Suites

Frontier Field is home to 36 Luxury Suites. Each Suite has its own TV, bar, refrigerator, ice maker, and private balcony. There is no better way to entertain clients, reward employees or just enjoy a game or event than to have a luxury suite at Frontier Field. For more information on leasing a Suite for a game, event, or the season, please call 716-262-2009.

Emergency Phone Call Registration

As a special service, fans expecting emergency phone calls may leave their seat locations at Guest Services. If a call is received, Guest Services will dispatch a representative to that seat location with the message. Due to the many requests, public address, medical emergency, or video board paging is not permitted.

Guest Services

Guest Services is located on the Main Concourse near the Main Gate. This personal service center operates from the time the Stadium opens until after the game or event ends. Here fans may obtain information and assistance, offer suggestions or register complaints, and get help with any problems that may occur during their visit to Frontier Field.

First Aid

The First Aid Room is located on the Main Concourse near the Main Gate. Emergency medical personnel including paramedic units are on duty at each game or event for the convenience of all fans.

Lost and Found

Lost and found items should be taken to Guest Services. After each game or event, all items collected will be taken to the Frontier Field Administrative Office. For more information please call 716-262-2009.

Lost Parents / Found Children

Children who have lost their parents should contact an usher or security guard or go to Guest Services. The parents will then be notified of their children's whereabouts.

Novelties and Apparel

Frontier Field is proud to offer a variety of novelties and merchandise from the Rochester Raging Rhino's and the Rochester Red Wings. The Team Store is located on the Main Concourse near the Main Gate for your convenience. For more information call 716-262-2009.

Party Facilities

Frontier Field offers many opportunities for private parties and events. Whether you are looking to host a party during a game or event or want to book the facility for your exclusive use, many options are available. A variety of facilities are available, allowing you to choose from the best location to accommodate your group. Call 716-262-2009 for more information.

Pets

Sorry, but with the exception of seeing eye dogs and guide dogs, pets are not permitted in Frontier Field.

Radios / Televisions

Hand held radios and televisions are welcome at Frontier Field as long as they do not interfere with other fans' enjoyment of an event. Frontier Field reserves the right to ask any fan to discontinue use of such devices. Some restrictions may apply at different events. Check with the Box Office before bringing your equipment.

Restrooms

Spacious restrooms are located on all levels of the Stadium. Diaper changing areas are available in both women's and men's rooms. A family (Unisex) restroom is available in the Main Concourse.

Smoking Policy

For the health and comfort of all fans, smoking is strictly prohibited in all seating sections, restrooms, concourse areas, and Suites in Frontier Field. For those fans wishing to smoke, certain parts of the main concourse are designated as smoking areas. See Stadium Directory for exact locations.

Special Services

Special attention has been given to all areas of the Stadium to ensure that it is Fan Friendly. Frontier Field provides many services and amenities to accommodate the needs of guests with disabilities. Information regarding Equal Access Seating, Elevators, Handicapped Parking, TDD Equipment, Assistive Listening Equipment, Wheelchair availability, and more may be obtained at Guest Services or by calling 716-262-2009.

Tailgate Parties

Due to the third party arrangements made for nearby surface parking for the fans visiting Frontier Field, tailgate parties are strictly prohibited.

Telephones

Pay telephones are located on all levels throughout the Stadium. Two TTY pay telephones are also available on the main concourse level.

Tours of Frontier Field

Tours of Frontier Field are conducted throughout the season. Depending on the demands of the game and event operations, tour patrons will be shown the clubhouse, press box, owner's suite, and will visit the field as well as receive information on the construction and amenities of the Stadium. Special group tours are also available. Please call 716-262-2009 for more information.

Walk Of Fame

The Frontier Field "Walk Of Fame" is a walkway within the Stadium that features the names of fans, players, and media throughout Rochester sport history. The walkway is comprised of panels, each displaying a member of the Rochester Sports Walk of Fame, surrounded by bricks with names of fans and businesses who want to support the history of Rochester Sports. Each brick is for sale at \$100, and Corporate logo bricks are also available. Visit the "Walk of Fame" near the Platt Street entrance to the Stadium. If you are interested in putting your name in the "Walk of Fame" please call 777-9642.

TICKET INFORMATION

Advanced Ticket Sales

Tickets for all Frontier Field events may be purchased at the Frontier Field Box Office (Platt Street, Rochester, NY, 14608) and Ticket Express (100 East Avenue, Rochester, NY, 14604).

Frontier Field Hours:

Non-Event Days: Mon-Sat 10am - 6pm; Sundays 12 noon - 6pm

Event Days: Mon-Sat 10am thru event; Sundays 12 noon thru event.

TICKET EXPRESS

TICKETMASTER

TICKETS: TICKET EXPRESS (100 East Ave) & TICKETMASTER LOCATIONS

222-5000 OR 232-1900 OUT OF TOWN: 1 800 722-3939

Tickets are also available at all Ticketmaster outlets including Kaufmann's, House Of Guitars, Unicorn Audio, and more.

Tickets by Phone

Tickets are available by phone through Ticket Express and Ticketmaster. Visa, MasterCard, American Express and Discover are accepted. To order by phone, call (716) 222-5000, (716) 232-1900; out of town, call 1-800-722-3939. There is a convenience charge for all phone order tickets.

Tickets by Mail

Ordering tickets by mail is easy. Just write in the event, date, time, number of tickets, and method of payment, and mail to: Ticket Express, 100 East Avenue, Rochester, NY, 14604. Please include a stamped self-addressed legal size return envelope.

Group Sales

Group Sales are available for 20 or more for most events. Advance arrangements for groups of 20 or more for Frontier Field Tours are required. For more information on group purchases contact the Frontier Field Box Office at (716) 546-2000.

Season Tickets

Season Tickets are available for the 1996 and 1997 Rochester Raging Rhinos by contacting the Rhinos' office at (716) 454-KICK (5425). 1997 Rochester Red Wings season tickets will be available by contacting the Red Wings office at (716) 467-3000.

GENNY
Light

Main Con

Suite Holders Entrance
Elevator

Red Wings Offices

Security

F/M

F

F12

F106

F106

F106

F106

F106

F106

LEGEND

M Men's Restrooms

F Women's Restrooms

F/M Family Restrooms

⊕ First Aid

? Spectator Seating

☎ Telephone

C Concessions

⛶ Picnic Area

🚬 Smoking

Since 1786

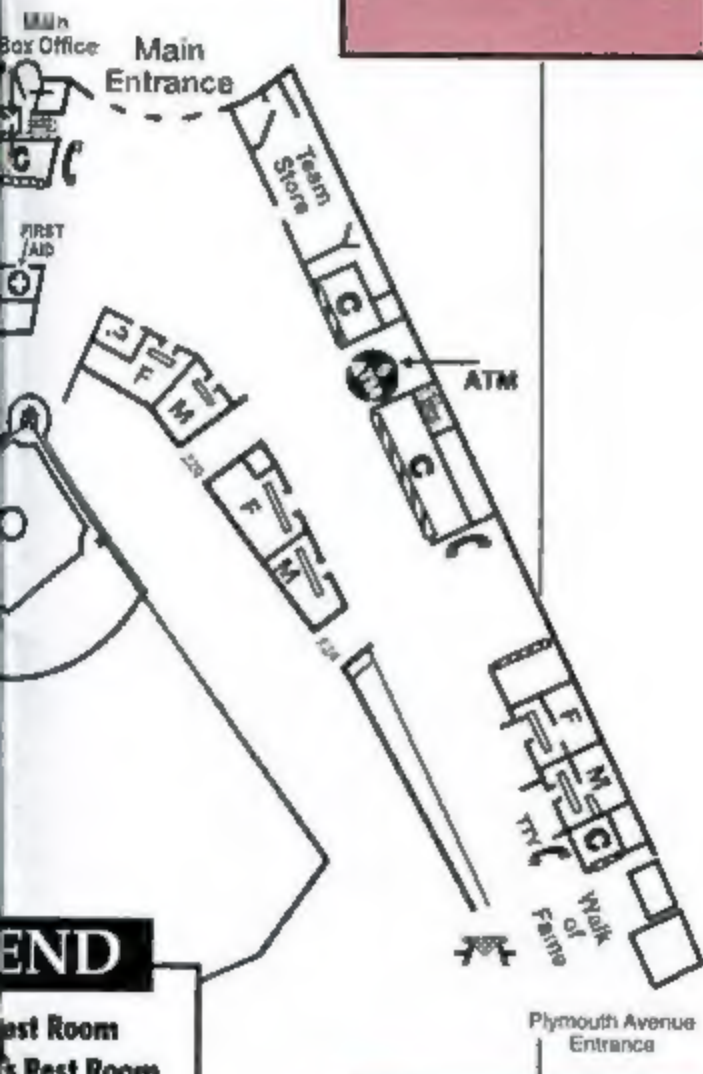


MOLSON

Concourse

Budweiser

KING OF BEERS.



END

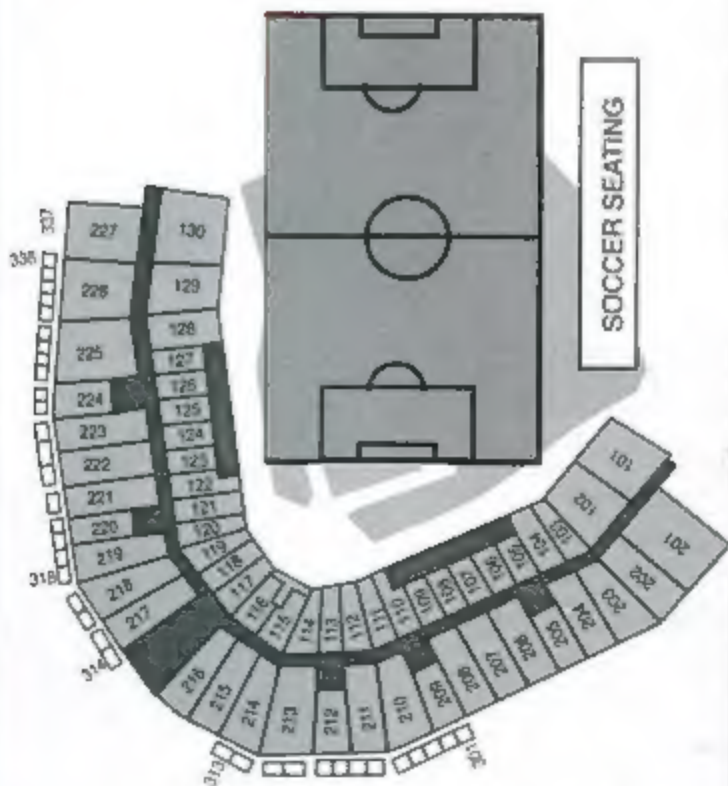
Rest Room
Rest Room
Rest Room
for Assistance
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PEPSI

Seating

Frontier Field Seating Chart

Frontier Field features 10,600 individual state-of-the-art seats with unobstructed view of the field. And for your convenience many seats have an attached cup holder. For our guests who require wheelchair seating, accommodations are available in the top row of sections 101-130; in the bottom row of sections 115-116; and in section 337. There will be temporary concert seating in the baseball infield and in right field for soccer games.



Travel Routes



Recommended Travel Routes to Frontier Field

FROM THE WEST Take Route 42 to the Brown Street Roundway #12. A traffic signal is located at the intersection of Brown Street and Wheat Avenue. Turn right on Wheat Avenue and follow it to the stadium. A traffic signal is located at the intersection of Wheat Avenue and 1st Street. Turn right on 1st Street and follow it to the stadium. Surface parking is available in our D Lot, located on your left.

FROM THE NORTH Take Lake Avenue and turn right on Brown Street just before the intersection with Wheat Avenue. Follow Brown Street to the stadium. A traffic signal is located at the intersection of Brown Street and Wheat Avenue. Turn right on Wheat Avenue and follow it to the stadium. Surface parking is available in our D Lot, located on your left.

FROM THE EAST Take Route 44 West past the downtown area to the 11th Street Avenue exit #4. Turn right on 11th Street and follow it to the stadium. A traffic signal is located at the intersection of 11th Street and Wheat Avenue. Turn right on Wheat Avenue and follow it to the stadium. Surface parking is available in our D Lot, located on your left.

FROM THE SOUTH Take Route 44 North to Route 42 East to the Brown Street Roundway #12. A traffic signal is located at the intersection of Brown Street and Wheat Avenue. Turn right on Wheat Avenue and follow it to the stadium. A traffic signal is located at the intersection of Wheat Avenue and 1st Street. Turn right on 1st Street and follow it to the stadium. Surface parking is available in our D Lot, located on your left.

Parking

Parking is available in two surface lots near Frontier Field. Parking lots will be open at 5:30 pm on week nights, and two hours prior to an event on weekends and holidays.



Illustration by: [illegible]

frontier
FIELD



TO OUR GUESTS...

On behalf of the Greater Rochester Outdoor Sports Facility Corporation, the County of Monroe, and the Rochester Red Wings, we would like to welcome you to Frontier Field. This beautiful Stadium is the result of many years of planning and hundreds of people working together to make those plans a reality. We're proud to say that those efforts have brought us the finest AAA baseball and multi-purpose stadium in this region.

Although the construction phase has ended, we have now begun what is to us the much more important phase --- that of serving you, our guests. After many months of searching, we have assembled a team of top-notch employees eager to assist you and to make your visit this opening year a most enjoyable one.

In preparation for our grand opening, we have undergone extensive training in quality customer focus and disability awareness, to ensure that we have the knowledge and skills to help every one of our guests and assure that they will have an exceptional and memorable experience each and every time they visit Frontier Field.

We are prepared to provide you with whatever assistance you need, and to answer all of your questions. And although we believe that our services will be second to none, we know that we can always find ways to improve it. To that end, we encourage you to share with us your thoughts and ideas on how we can provide you with even better service. Please feel free to drop us a note, or fill out one of our customer comment cards located in various places throughout the Stadium.

We thank you for visiting us, and we look forward to serving you again soon!

The Staff of Frontier Field

A special thanks to our local supporters who have taken part in our employee discount program:

- ♦ BUCKMAN'S CAR WASH ♦ GEORGE EASTMAN HOUSE
- ♦ GEVA THEATRE ♦ NICK TAHOU HOTS
- ♦ PHOENIX MILL PUBLIC HOUSE ♦ ROC COMMUNICATIONS
- ♦ ROHRBACH BREWING COMPANY ♦ SALVATORE'S PIZZA
- ♦ SAM'S CLUB ♦ THE DISTILLERY ♦ WMAX
- ♦ THE STATE STREET BAR & RIVER VIEW CAFE

And a very special thanks to our good neighbors at ST. MARY'S HOSPITAL serving the people in the downtown area

Be Famous!

Put your name
in the
Walk of Fame.

● Makes a
thoughtful
gift, too!

The Frontier Field Walk of Fame is a walkway within the Stadium that features the names of fans, players and media throughout Rochester's sports history. The walkway is comprised of panels, each displaying a member of Rochester's Sports Walk of Fame surrounded by bricks with names of fans like you who want to support the history of Rochester sports.

For only \$100 have your name or the name of a loved one inscribed on a brick in the "Walk of Fame" at Frontier Field.

**Here's How To
Order Yours:**

CALL: 716-777-9642

Or, pick up your brick order forms at:

- ◆ GUEST SERVICES AT FRONTIER FIELD
- ◆ RED WINGS OFFICE: 500 Norton Street
- ◆ ALL FIRST NATIONAL BANKS
- ◆ ALL LOCAL CHASE BANKS
- ◆ ROC COMMUNICATIONS

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Radisson

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Hotel" for
Frontier Field.



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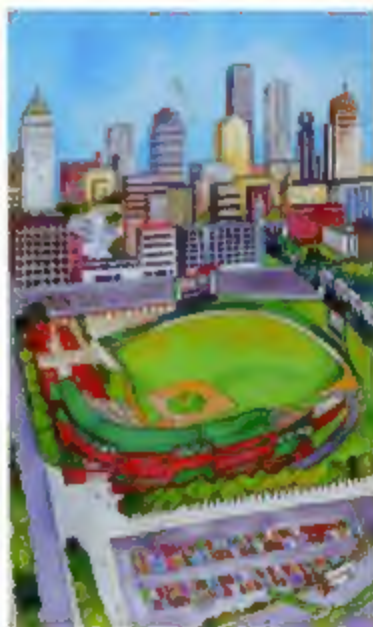
**Route,
Route,
Route
for the
home team.**

Take the bus to Frontier Field.

It's a whole new ballgame getting to and from Frontier Field because the following RTS Routes will bring you within a block of the Stadium:

- #1- Lake/Park Avenue
- #3- Lyell/Goodman
- #10- Dewey/Portland

Whether you live north, south, east or west, the game is an easy ride away. You'll avoid parking hassles and fees, traffic jams and loop delays. Regular fares apply.



For more details call RTS at 204-1700



Regional Transit Service